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QUESTION 1

In a Unica Campaign Flowchart, a customer database table (see below) is mapped in a Select process box. There is a requirement to output the following fields: CustomerID, and an Age group which would have the values "YOUNG" for customers whose age is less than 40 and "OLD" for customers whose age is greater than 40. This column will be consumed by another downstream process in the flowchart.

| CustomerId | CustomerType | Age | Country |
|------------|--------------|-----|---------|
| AW000J0001 | S | 20 | India |
| AW000J0002 | S | 25 | UK |
| AW000J0003 | S | 45 | US |
| AW000J0004 | S | 57 | India |
| AW000J0005 | S | 23 | India |
| AW000J0006 | S | 67 | US |
| AW000J0007 | S | 36 | US |
| AW000J0008 | S | 44 | India |
| AW000J0009 | S | 77 | UK |
| AW000J0010 | S | 34 | UK |

Ideally, which steps should be executed to get the task done?

- A. Alter the table to add the required column and map the table again in the flowchart.
- B. Create a derived field in the Select process using the required logic and use it for further processing in the flowchart.
- C. Create a custom macro with the required logic and use it in User variables for further processing in the flowchart.
- D. Create a Derived field with the Persistent option processing the required logic and use it for further processing in the flowchart.

Correct Answer: D

QUESTION 2

A customer has been frustrated with the inflexibility with their current Unica Campaign solution. It involves many hours of repetitive data entry work. Campaign's current configuration does not reflect how the customer actually does business. Most importantly, 95% of every attribute is a hidden static offer attribute which causes a time-consuming and repetitive workflow. What recommend changes will eliminate much of the repetitive work required for the customer's offer?

- A. Use the Campaign's target Cell Spreadsheet (TCS) in a top-down method. Define the Target Cells and offers, and then add the flowcharts and assign the target cells as needed.
- B. Parameterize offer attributes in the template so the attribute default value can be changed depending on the created offer. Finally, when the offer containing the parameterized attribute is associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.
- C. Redesign offer so they can be moved from static offer to a smart offer list. Set up the smart offer lists to be the contents of a particular folder, then the customer can simply add or remove offers to and from that folder to modify the offers given out each time a Campaign is run.



D. Redesign offer so they are more useable. Separate the offer attributes and identify which attributes can become cell level attributes which can be managed through a campaign TCS. Increase the use of parameterized offer attributes to allow for easier administration of offers and increased usability.

Correct Answer: D

QUESTION 3

An administrator must install Unica Marketing products multiple times when setting up a clustered environment. Which installation mode would BEST serve this purpose?

- A. Supervised Mode
- B. Unattended (Silent Mode)
- C. Console (Command Line) Mode
- D. Windows GUI or UNIX X-windows mode

Correct Answer: B

QUESTION 4

An administrator has just installed Unica Platform and Unica Campaign. The user wants to change permissions for the out of the box delivered users. Which security policies and permissions are delivered on first install (or in other words, out of the box) with Unica Campaign?

- A. Local policy
- B. Global policy and System policy
- C. System policy and Customer policy
- D. Administrative permissions and Global policy

Correct Answer: D

QUESTION 5

A specialist creates a numeric user variable called MinBalance and assigns an initial value of 100 to it. The specialist wants the Select process to return all IDs where the mapped field AccountBalance is greater than MinBalance. What is the correct syntax to use?

- A. MinBalance
- B. AccountBalance > MinBalance
- C. AccountBalance > UserVar.MinBalance
- D. AccountBalance is GT than UserVar.MinBalance



Correct Answer: C

QUESTION 6

A user does not want the dashboard to display when Unica Campaign is first opened. Instead, the user simply wants to use the currently displayed All Campaigns page as the home page. How can this be done?

- A. A user cannot change the dashboard home page. Only the administrator can.
- B. In the Campaign application, go to "Settings" and select "Configuration". Under the "Campaign" category, click "navigation".
- C. In the Campaign application, go to "Settings" and select "Set current page as home". The user must have permissions to set the page selected as home.
- D. In the Campaign application, go to "Settings" and select "Set current page as home". The user does not need any special permission to set any page selected as home.

Correct Answer: C

QUESTION 7

A Unica Campaign deployment on a UNIX operating system requires access to a customer data source in a Teradata Database. To access the Teradata data source, which database environment variable needs to be defined in the Campaign startup script?

- A. ODBC
- B. ODBCINI
- C. TD_DBPATH
- D. TD_DBHOME

Correct Answer: B

QUESTION 8

Which two standard Unica Campaign portlets are available for use on dashboards even if the Campaign report package is not installed?

- A. My Recent Campaigns
- B. My Custom Bookmarks
- C. Offer Response Breakout
- D. Campaign Revenue Comparison
- E. Campaign Response Rate Comparison



Correct Answer: AB

QUESTION 9

A customer wants to set up their environment to allow concurrent campaign runs and a high volume of users designing ad hoc flowcharts. To control a marketing user's ability to affect performance by profiling database data from within a flowchart, the specialist can restrict the marketing user's ability to profile:

- A. when mapping tables.
- B. in the flowchart's Admin menu.
- C. when configuring the data source.
- D. in the Configuration settings of Campaign > partitions > partition[n] > server > dataProcessing.

Correct Answer: A

QUESTION 10

Unica Platform needs to be integrated with a Directory Server. What can be done to make this happen?

- A. Use the built-in Platform login methods.
- B. Use Active Directory or an LDAP solution.
- C. Use a Content Server Management solution.
- D. Individual customization with Platform is needed.

Correct Answer: B

QUESTION 11

A user variable is a convenient way to:

- A. group together a set of attributes.
- B. build a complex expression using raw SQL.
- C. share a derived expression with other users for use in other flowcharts.
- D. substitute a value into an expression or query so that it's not hard-coded.

Correct Answer: D

QUESTION 12

If a database loader utility is properly configured and used, it will almost always help to improve flowchart performance.



Where can the specialist determine if the loaders are configured for use?

- A. Look on the partitions level for the loader settings, as these will control all data source loader settings.
- B. Look on the partitions level for the server and then optimization settings, as these will control all data source loader settings.
- C. Look on the partitions-partition[n]-datasources level and then look for the UA_System_Tables data source loader settings, as these setting will override all other data sources.
- D. Look on the partitions-partition[n]-datasources level and then look for both the UA_System_Tables database loader settings, as well as all of the user table data source loader settings.

Correct Answer: D

QUESTION 13

A user has added a new Unica Campaign Attribute and would like to make that attribute available to the Cognos reports. To do this, the user needs to:

- A. use the Reports SQL generator to update the existing reporting views.
- B. use the Reports SQL generator to create new views which include the new attribute.
- C. do nothing, once the new column is added the reports model is automatically updated.
- D. use the Cognos application administrator to create a new data framework which includes the new attribute.

Correct Answer: B

QUESTION 14

Whether or not the In-Database Optimization is enabled can affect flowchart performance. The specialist can verify whether it is enabled by looking in:

- A. partitions-partition[n]-server-optimization. If it's enabled there, then it will override any other settings.
- B. each Select process for the flowchart in question. If it's enabled there, then it will override any other setting.
- C. the Advanced settings for the flowchart in question. If it's enabled there, then it will override any other setting.
- D. partitions-partition[n]-datasources for any data source used in the flowchart in question. If it's enabled there, then it will override any other settings.

Correct Answer: C

QUESTION 15

When creating an offer template, a Unica Campaign specialist needs to ensure that the offers created subsequently using this offer template can be grouped together and rolled-up for reporting purposes. This can be achieved by?



- A. Grouping by offer codes assigned to offers created using the same template.
- B. Creating a custom attribute to group the offers together and roll-up based on that attribute.
- C. Grouping all relevant offers in the designated folder and its sub folders so that they can be rolled up during reporting.
- D. Following a naming convention so that similar offer names are assigned to related offers and hence offers are grouped by name

Correct Answer: B

QUESTION 16

During many flowchart runs, there are specific errors which appear in many of the flowchart log files, and the customer wants extra logging to be captured in all the flowchart log files. Specifically, they want to configure more focused logging only for a specific category in order to avoid large and confusing flowchart log files. How can Unica Campaign be configured to default to the same logging options for all flowcharts?

- A. Uncomment specific properties in the campaign_log4j.properties file.
- B. The customer must specify the Logging Levels directly in each flowchart's Logging Options.
- C. Under Settings > Configuration, choose the categories that need to be logged in Campaign > logging.
- D. Under Settings > Configuration, add the category that needs to be logged in partition[n] > server > logging > loggingCategories.

Correct Answer: D

QUESTION 17

An administrator has created an offer template with an attribute `\\Cost to company\\` . How should the above attribute be defined so that no user could change or override its value while creating an offer using the aforementioned template?

- A. Cost to company should be defined as a `\\Static Attribute\\`.
- B. Cost to company should be defined as a `\\Hidden Attribute\\`.
- C. Cost to company should be defined as a `\\Custom Cell Attribute\\`.
- D. Cost to company should be defined as a `\\Parameterized Attribute\\`.

Correct Answer: B

QUESTION 18

A customer is using LDAP and when they synchronize the users they receive an error message on the screen. Which log file would allow the user to capture more detailed logging for this event?

- A. ac_web.log



B. platform.log

C. ac_sess.log

D. specific log configured under Settings > Configuration --> Platform > security > ldapSynchronization

Correct Answer: B

QUESTION 19

An administrator gave a user access to two different roles in two different security policies. In one role, the user is granted access to function A. In the other role, the user is denied access to function A. What will happen when the user accesses function A?

A. Nothing happens, the administrator will need to perform additional tasks.

B. Based on the aggregation on permissions during evaluation by the Unica Platform, the user will be denied access to function A since the access was denied in one of the roles.

C. Based on the aggregation on permissions during evaluation by the Unica Platform, the user will be granted access to function A since the access was granted in one of the roles.

D. Based on the aggregation on permissions during evaluation by the Unica Platform, an error message will appear indicating that more permissions need to be defined, since the two permissions in the two roles conflict with one another.

Correct Answer: B

QUESTION 20

There is a requirement for users to be able to login to any application centrally on the network (i.e. Single Sign-On (SSO)), or the ability for users to authenticate once and then be able to login to any of the applications that they have access to). Using Unica solutions, this can be accommodated by:

A. integrating with an LDAP server.

B. giving specific permissions on the corporate network.

C. using Unica Platform specific configuration parameters.

D. integrating with an Active Directory solution and using Windows Integrated Login.

Correct Answer: D

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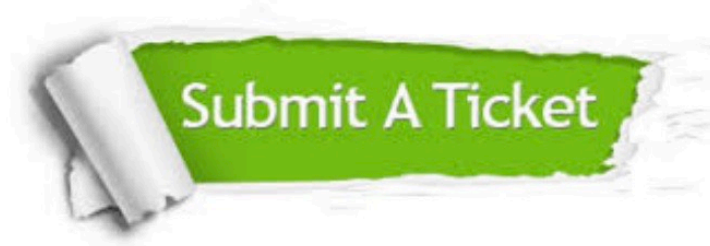
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